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Conference Board Report No. 802 Printed In U.S.A.

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ISBN No.: 0-8237-0238-3

R 4105-8

Annual Survey of Corporate Contributions, 1981 Edition

(An Analysis of Survey Data for the Calendar Year 1979)

By Kathryn Troy

Cosponsored with the Council for Financial Aid to Education

A Research Report from The Conference Board

About This Report

THE SIXTH in a series of studies cosponsored by The Conference Board and the Council for Financial Aid to Education, the 1981 Edition of the Annual Survey of Corporate Contributions is based upon responses from 786 corporations collected during 1979. Participants in the survey responded to a short-form questionnaire in which they gave basic financial information (sales, assets, income) and total giving to each of the five major study categories. Detailed information on giving to subcategories, collected in previous surveys, was not collected in 1979, since it remains relatively stable from year to year. It will be collected on a periodic basis in future surveys. Text and graphic material will be found in the beginning section to this year's report. All survey tables are collected in the back section.

An understanding of basic terms used throughout the report is a necessary preliminary to its use. Definitions are included below, and additional detail about the administration of the survey and selection of the sample appears in the Appendix.

Definitions

Two major formats for reporting contributions are used throughout this report. The first is a ratio, with contributions divided by such financial and size indicators as sales, assets, pretax income, and number of employees. The second is a percentage distribution, with contributions dollars apportioned among major beneficiary groups, such as health and welfare, education, culture and art, civic and community, and all other. In order to interpret these data correctly, it is important to understand two basic concepts

Worldwide and U.S.-Only Financial Data

Respondents to the questionnaire were asked to provide both worldwide and "U.S.-only" data on sales, assets and net income before taxes. The worldwide data are basically the figures reported by corporations to their stockholders and the financial community in consolidated financial statements. The "U.S.-only" data reflect sales, assets and net income derived solely from domestic operations. For those companies that are not multinational (about 50 percent of the sample), "worldwide" and "U.S.-only" data are identical.

While the worldwide data are consistent with tabulated statistics on the corporate sector as reported by various U.S. government agencies, there are no comparable "U.S.-only" figures. Domestic data have customarily been used in this series of Conference Board reports, however, in order to facilitate comparison with the contributions figures, which reflect giving only to domestic or U.S.-based beneficiaries. (For a brief discussion of overseas contributions, see page 5.)

Contributions

Corporate contributions and gifts reported to the IRS normally include gifts of property as well as gifts of cash, and the survey question-

naire specifically asked respondents to include the dollar value of gifts of property reported as contributions on the company's income tax return. The extent to which companies actually included the dollar value of property gifts in the contributions data supplied to The Conference Board, however, is not specifically known.

Contributions included in this study are those made to domestic beneficiaries and reported as "contributions" on the corporate income tax return. (Items defined as business expense are excluded.) However, there are two major differences between the contributions figures derived from Internal Revenue Service (IRS) sources and those reported in this study. While both sets of figures include direct giving by corporations, the first difference lies in the treatment of dollars going *into* and *out of* corporate foundations within a given year.

The IRS figures reflect dollars given by a corporation to its foundation, while the survey figures reflect dollars donated by corporate foundations to eligible beneficiaries. This is in keeping with study objectives to measure the flow of dollars actually reaching beneficiaries in any calendar year. Dollars given to the foundation are not necessarily expended within the same year. (See discussion of the company foundation, page 2).

The second major difference between the IRS and the survey figures is the fact that the IRS data reflect the total universe of approximately two million corporations that file tax returns, while the survey data are compiled from a sample of these firms that is weighted toward larger companies.

Ratios

It is common practice in the contributions field to speak both of the 5 percent limit on giving, and of setting a "5 percent" target. The Internal Revenue Code allows corporations to deduct contributions to charitable organizations up to a maximum of 5 percent of the corporation's *taxable* income with a five-year carry forward. Because taxable income is a closely held figure, it is not possible to collect it from corporations for use in this report. Instead, the ratio is calculated on income before income taxes.

Taxable income and income before income taxes may be similar or widely disparate—the relationship varies with the industry and the corporation's tax structure. Thus, when speaking of setting a "5 percent" target, it is important to clarify what income figure is being employed in the denominator of the fraction, as well as what is being counted as "contributions" in its numerator.

Major Categories of Giving

The problem of classifying and defining the five major areas of program support and their subcategories is a continuing one. For survey purposes, classification into categories should be made on the basis of the major program objective or organizational goal of the *donee*

group. These are the broad guidelines for the five major categories used in this survey and include all grant formats: matching gifts, operating support, program support, and capital support.

Health and Welfare

Includes a wide variety of health and human service projects for youth, employees, the family, and the aged. Among other things, such services are concerned with safety, recreation, planned parenthood, drug abuse, and disaster relief.

Education

Includes support for institutions of higher education, precollege educational institutions, state and local educational fund-raising groups, and education-related organizations. Program support for research projects funded from the contributions budget is included; however, support of contractual university research is generally excluded.

Educational programs such as employee tuition-refund plans are excluded when founded out of the personnel, public relations, or other expense budgets. Economic education was included in this category for the first time in 1978.

Culture and the Arts

Embraces visual and performing arts including support for libraries, museums, cultural centers, arts funds or councils, and the like. Includes support for public radio and television if funded from the contributions budget. Excludes any support funded from expense budgets.

Civic and Community Activities

Includes local projects such as transportation, housing, law and order, fire prevention, grants to local and state governments, and support of study groups to resolve local problems. Also includes support for environmental and ecological groups (local, regional and national), and for research organizations other than the academic groups included in education.

Other Activities

Includes support for religious activities, women's causes, and U.S. groups whose principal objective is aid to other countries.

Acknowledgments

Contributions of time, effort and expertise by many colleagues helped to make this report possible. In the Public Affairs Research Division, Selma Mackler assisted in questionnaire editing and Pamlea White in manuscript typing. Computer processing was done by Merry Law and Philip Nehrt of the Survey Research Center.

During manuscript development, Frank Gaston, Director, Special International Studies, provided statistical counsel. Lillian W. Kay, Manager, Editorial Services, and Joseph Ryan lent their expertise in manuscript review and editing.

Charting for the report was done by Jimi Patricola, and Typesetting by Linda Saladino and Joann Lemon.

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Foreword

THIS STUDY is the fourteenth in a series of Conference Board reports on corporate contributions. Since the first report was published in 1945, corporate contributions have grown from $266 million to $2.5 billion. The 786 companies that participated in the current survey account for 31 percent of the $2.5 billion given in 1979.

The data in this study represent contributions patterns among larger U.S. corporations, and the report is intended to be a budgeting reference tool. Each corporation has its own social investment profile and may supplement its contributions dollars with other forms of giving not reported in this survey—loans of personnel, "in kind" services, loans at less than market rate, and the like.

This study was conducted under the direction of Anne Klepper, Senior Research Associate, Corporate Contributions, in the Public Affairs Research Division of which Walter A. Hamilton is Vice President. The Conference Board expresses its appreciation to Hayden W. Smith, Senior Vice President for Research of the Council for Financial Aid to Education, for his cooperation throughout this project.

KENNETH A. RANDALL
President

Patterns in Corporate Giving

Corporations accounted for 5.6 percent of all philanthropic giving in the United States in 1979 for a total of $2.45 billion. For the first time, gifts by corporations surpassed those by foundations, which dispensed 5.3 percent of the total.[1] Corporate net income before taxes grew by 14.6 percent between 1978 and 1979, while corporate giving was up by 8.9 percent. The ratio of contributions to before-tax profits was 1.04 percent, a drop from the 1.09 percent registered in the last survey (see Table 1).

The Effects of Inflation

Inflation, which averaged 11.5 percent during 1979, took its toll on both indicators. As shown in Table 2, the contributions figure of $2.45 billion, when translated into constant (1972) dollars using the Consumer Price Index (CPI), is worth $1.42 billion. This is a decrease of 1.3 percent from the 1978 contributions figure. When corporate net income before taxes is translated into constant dollars, there is a 4.1 percent increase between 1978 and 1979, a sharp contrast to the current dollar increase of 14.6 percent. Much of the increase in the CPI was due to higher prices for energy, food, housing and mortgage interest costs, factors that may affect nonprofit organizations and corporations in varying degrees, depending upon the products and services they provide.

While some groups of individual nonprofit agencies may be more adversely affected by inflation than are others, the data in Table 2 show an overall increase in contributions on a constant dollar basis in the 1969 to 1979 period. Even when a straight line is fitted to the annual value of current dollar contributions for this period (in order to remove distortions created by yearly fluctuations) the indication is that contributions increased faster than the rate of inflation. Whether the lower constant dollar figure for 1979 is an anomaly or the beginning of a downward shift cannot be determined until data for several more years are available.

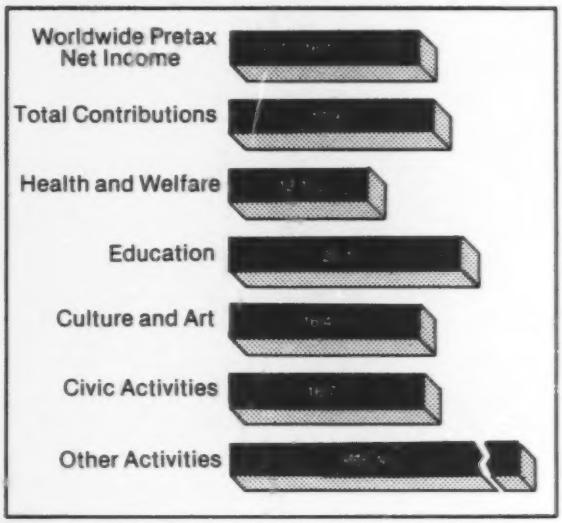
Ratios Are Higher for Survey Participants

While the *national* ratio for contributions as a percent of pretax income was lower in 1979 than in 1978, the ratio for companies participating in The Conference Board survey showed a slight increase. At .49 percent of worldwide and .60 percent of domestic pretax income in 1978, it edged up to .50 percent of worldwide and .67 percent of domestic pretax income in 1979. (See Tables 3 and 3A.) Generally speaking, participants in the Board survey are among the nation's larger corporations (see Appendix). Forty-one percent of the 730 companies reporting financial information had sales of a billion or more, and 58 percent of the total 786 respondents are listed among the *Fortune* 1300

[1]The $2.45 billion in corporate giving includes giving by company foundations. Other foundation giving amounted to $2.24 billion. Total philanthropy in the United States in 1979 was $43.46 billion. (See American Association of Fund-Raising Counsel, Inc., New York, *Giving USA*. Annual.)

Chart 1: Corporate Worldwide Pretax Net Income and Contributions to Major Beneficiaries

Percentage Change 1978 and 1979*



*(544 companies reporting in both years)

companies. Overall, both profits and contributions increased for these companies over their 1978 levels. Analysis of the data for companies that reported in both survey years shows a 16.1 percent increase in consolidated pretax income accompanied by a 17.9 percent increase in contributions (see Chart 1).

Setting Targets

Although the proportion of companies giving above and below the 1 percent level has changed little from last year, the proportion of companies reporting that they have set a *contributions target* has increased. In contrast to the 10 percent of the companies that indicated they had a target based on domestic pretax income in 1978, 16 percent reported such a target in 1979. Three percent had set a target based on consolidated (worldwide) pretax income in 1978, and this increased to 6 percent in 1979. The size of the targets also appears to have increased: In this survey 81 percent of those with a target based on domestic income have set it at or above 1 percent, in contrast with 64 percent in 1978. Using consolidated data, 87 percent of the 1979 respondents with a target set it at 1 percent or above, while 74 percent of the 1978 respondents had this goal. It is important to remember that the number of companies having a target is relatively small (123 companies with a domestic income and 49 with a consolidated income goal) so that no firm conclusions can be drawn about patterns. Also, these targets are not limited to 1980, but are spread out over the 1980 to 1984 period. (See Tables 4 and 5.) Approximately 25 percent of the companies have set their domestic target for the 1982-1984 period; 36 percent have set their worldwide targets in this time span.

Build Up of Company Foundation Reserves Slowed In 1979

As a percent of total giving among survey participants, company foundation pay-outs continue to edge upward—from 38.6 percent of the total in 1975 to 40 percent in 1978 and 42 percent in 1979. Direct corporate contributions accounted for 58 percent of the 1979 total. In contrast to 1978, when the buildup of reserves in company foundations showed a 200 percent increase from the previous year and totaled $141.2 million, the 1979 buildup of reserves was a more modest $20.2 million. However, as Table 6 shows, the proportion of companies that paid more *out* of their company foundations than they paid in during the year decreased from 52 percent in 1978 to 47 percent in 1979. These pay-outs exceeded pay-ins by $111.3 million, compared with $73.7 million in 1978. About half of the 345 company foundations that reported making grants during 1979 paid more into their company foundations than they paid out. For these companies, pay-ins exceeded pay-outs by $132.6 million. In 1978, the total reserve built up in this way was $215 million.

Thus, a smaller proportion of companies appear to be spending a larger portion of

existing foundation reserves in 1979, while a larger proportion of companies appear to be building a smaller *level of reserves* in 1979 than in the previous year. Profits were pinched in some industries in 1979, while others experienced growth. It is possible that those in the former position may have delved more deeply into their reserves, while the growth companies may be continuing to build up a cushion of funds in anticipation of a future downturn.

New Company Foundations

The proportion of companies reporting that they have a company-sponsored foundation increased from 45 to 49 percent in 1979. Twenty companies reported that they had established a foundation during the 1979 year, while another eight indicated they had established a foundation during the first half of 1980. As in the previous few surveys, most of these newly established organizations (82 percent) were reported by companies in the banking or insurance industries.

Industry Patterns

Among survey participants, industries such as mining, petroleum, paper, business services, and transportation showed increases of more than 25 percent in pretax profits in 1979. On the other hand, decreased profits were registered by the merchandising, telecommunications, engineering and construction, primary metals, printing and publishing, and rubber industries. For manufacturing companies reporting in both the 1978 and 1979 surveys, worldwide profits grew by 21.6 percent, while contributions increased by 18.2 percent. For nonmanufacturers, contributions grew at a faster rate (18 percent) than did worldwide income (16.5 percent). Chart 2 illustrates the changes in contributions ratios for the core group of 538 companies that reported in both years. This chart may be used as a reference point for interpretation of the 1979 industry class data in Tables 7 and 7A. In some cases, a high ratio for an industry group has resulted from a drop in income; in other cases, both income and contributions may have increased. In addition, individual companies move in and out the survey sample from year to year, and this may cause fluctuations in the industry ratios.

Table 7 showing domestic income data, is often preferred by those companies that have no international operations, and is an approximation of what other like-size companies in their industry are doing. However, since a large number of multinationals have not been able to provide their "U.S. only" income information, Table 7 is probably less useful as a guide to domestic giving by industry among this group. The worldwide table provides domestic contributions as a percent of worldwide income, an alternative indicator for use by the multinational and other companies interested in how contributions relate to their consolidated pretax income figure.

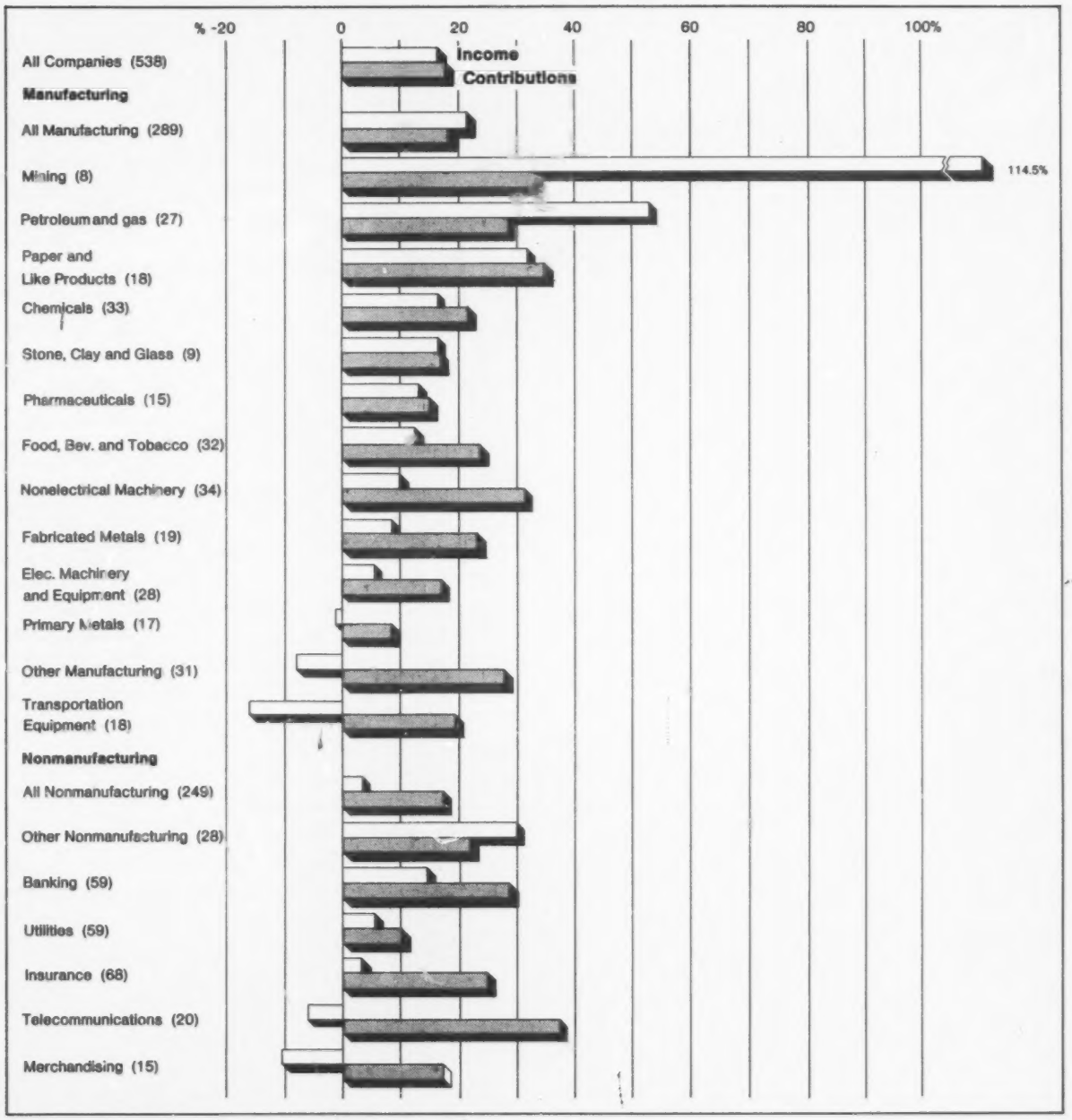
Since so few multinationals have been able to provide data on the total dollar scope of their *international* giving, it is not yet possible to provide any detailed analysis. However, the Box shows a limited industry class breakdown for the 136 companies that did provide such data. For this group, the overall ratio of worldwide contributions to consolidated (worldwide) income is .53 percent, in contrast to the ratio of .46 percent when only domestic contributions are used.

Making the Most Effective Use of Industry Ratios

Most of the companies participating in this survey fall along a size continuum from "medium" through "medium large" to "large." Except for the industry class tables, most tables in this report take this factor into consideration. Grouping is done by size—based on assets, income and number of employees. Since the industry class tables are among those most frequently used, some understanding of how the ratios are calculated, and how company size influences the outcome, can help the user interpret them more effectively.

Chart 2: Percentage Change in Contributions and Worldwide Pretax Net Income 1978 and 1979▲ by Industry Class

538 Companies Reporting in both Years



▲This chart provides domestic contributions in relation to consolidated (worldwide) profits. The number of core companies supplying domestic profit data is too small to derive meaningful patterns.

How Do Overseas Contributions Affect Industry Contributions Ratios?

If overseas contributions are added to domestic contributions and viewed in proportion to consolidated (worldwide) income, there is an overall increase of .07 percent in the giving ratio. Since only 136 companies were able to supply overseas contributions data, it is not possible to profile every industry group. Based on the limited data shown below, however, it can be seen that in industries such as electrical machinery and equipment and food, beverage and tobacco, adding in overseas giving provides a marked boost to the ratio, while in industries such as insurance, nonelectrical machinery, and petroleum and gas, the change in the ratio is less pronounced.

These 136 companies reported a total of $56.2 million dollars in overseas giving. The bulk of it (91 percent) comes from the manufacturing sector, with electrical machinery and equipment commanding a 38 percent share of the $56.2 million total; petroleum and gas, 22 percent; transportation equipment, 10 percent; and food, beverage and tobacco, 7 percent.

Three columns of ratios appear in Exhibits 1 and 2. The ratios in the first column are those that appear in Tables 7 and 7A.[2] They have been calculated by simply adding together all of the income dollars for the companies in an individual industry group and dividing that number into the sum of all of the contributions dollars for the same group. This process is the same as that followed in calculating the national average in Table 1, so that it is possible to relate the two figures. It is an easy process for users to understand, since they can see the two sums in the left-hand columns on Table 7A and the resulting ratio in the right-hand column. In addition, it makes it possible to accommodate a situation where there is an income loss for one or more companies in an industry group, since

[2]Exhibits showing contributions as a percent of domestic and worldwide pretax net income have been included for reference. However, this discussion is limited to the Exhibit showing worldwide income, since the number of cases in each industry break is larger and the sample is more stable.

Domestic and Worldwide Contributions as a Percent of Worldwide Pretax Net Income

Industry Class	*Number of Companies*	*Domestic Contributions as a Percent of Worldwide Pretax Net Income*	*Worldwide Contributions as a Percent of Worldwide Pretax Net Income*[1]
Manufacturing			
Chemicals	17	0.59%	0.62%
Electrical machinery and equipment	10	0.51	0.72
Food, beverages and tobacco	14	0.77	0.87
Machinery, nonelectrical	18	0.52	0.55
Petroleum and gas	9	0.26	0.29
Transportation equipment	8	0.57	0.65
Other manufacturing	30	0.69	0.75
Total: Manufacturing	106	0.44	0.51
Nonmanufacturing			
Banking and finance	8	0.68	0.72
Insurance	7	0.66	0.68
Other nonmanufacturing	15	0.76	0.89
Total: Nonmanufacturing	30	0.70	0.78
Total: All Companies	136	0.48%	0.53%

[1]Contributions figure is total of domestic and overseas giving.

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Exhibit 1: Alternate Contributions' Ratios Based on Worldwide Pretax Net Income

Industrial Classification	Number of Companies	Column 1 Sum of $ Contributions Divided by Sum of $ Worldwide Pretax Net Income	Column 2 Average of Individual Ratios: Contributions to Worldwide Pretax Net Income	Column 3 Median
Chemicals	44	.56%	.77%	.60%
Electrical machinery and equipment	43	.53	1.02	.64
Fabricated metal products	26	.71	.95	.61
Food, beverage and tobacco	43[a]	.65	.90	.62
Machinery, nonelectrical	53	.61	.76	.56
Mining	11	.47	.49	.48
Paper and like products	26	.57	.74	.52
Petroleum and gas	30	.25	.27	.23
Pharmaceuticals	16[a]	.82	.81	.56
Primary metal industries	18[a]	.97	.67	.46
Printing and publishing	14	1.14	.92	.78
Rubber and miscellaneous plastic products	10[a]	1.15	.75	.79
Stone, clay and glass products	14	.80	1.12	.79
Textiles	21[a]	.96	1.44	1.01
Transportation equipment	24[a]	.65	.55	.47
Banking	89[a]	.80	1.25	1.14
Business services	15	.32	.77	.33
Engineering and construction	13	.60	1.78	.96
Finance	9	.69	1.28	.61
Insurance	87	.56	.97	.58
Merchandising	21	1.50	1.50	1.25
Telecommunications	24	.38	.56	.34
Transportation	8[a]	.71	.52	.40
Utilities	78	.31	.41	.33
Total: All Companies	738	.50%	.87%	.58%

[a]One loss company is included in column 1 data, but excluded from columns 2 and 3.

these losses are simply subtracted from the total income for the group.

There are, however, some disadvantages to this method of calculation. There is heavy participation in the survey by many of the nation's larger corporations (see Tables A1, 2 and 3). Because larger companies, despite the significant size of their contributions budgets, usually have lower contributions to income ratios than do medium-size companies, their presence tends to depress the ratios for the survey group (see ratios in Table 8). Therefore, this method of calculation results in ratios that are more applicable to large-size companies than *typical* of all the survey participants in a particular industry group. In addition, income loss situations, or large one-time contributions by a few companies within any one industry group, can cause sizable fluctuations in that industry's ratios from year to year.

An alternative method of calculation is shown in column 2. In this case the individual ratios for each member of an industry group are calculated, the negative ratios for income loss companies are excluded, and the remaining ratios are summed. This sum is divided by the total number of companies in the industry group. The result is an *average* ratio for the group. Generally speaking, this ratio will be higher and more indicative of the ratios for the medium and medium-large companies in the group. There are a few cases in Exhibit 1 where column 1 ratios are higher than those in column 2. This usually results from one of two

Exhibit 2: Alternate Contributions' Ratios Based on Domestic Pretax Net Income

Industrial Classification	*Number of Companies*	*Column 1 Sum of $ Contributions Divided by Sum of $ Domestic Pretax Net Income*	*Column 2 Average of Individual Ratios: Contributions to Domestic Pretax Net Income*	*Column 3 Median*
Chemicals	22	.68%	1.08%	.82%
Electrical machinery and equipment	19	.68	.91	.77
Fabricated metal products	17	.69	1.04	.72
Food, beverage and tobacco	34	.88	1.06	.76
Machinery, nonelectrical	29	.73	1.90	.81
Mining	6	.70	.94	.85
Paper and like products	22	.69	.88	.70
Petroleum and gas	22	.59	.42	.32
Pharmaceuticals	7[a]	1.15	1.06	1.21
Primary metal industries	12	.82	.92	.66
Printing and publishing	10	1.03	.82	.78
Rubber and miscellaneous plastic products	9[a]	1.94	1.07	.93
Stone, clay and glass products	9	.75	1.30	.93
Textiles	16[a]	1.08	1.66	1.03
Transportation equipment	20[a]	.79	2.22	.48
Banking	74[a]	1.26	1.40	1.30
Business services	7	.39	.44	.35
Engineering and construction	12[a]	.82	1.67	.99
Finance	8	.76	1.40	.58
Insurance	82	.55	1.01	.58
Merchandising	17	1.62	1.54	1.22
Telecommunications	20	.36	.70	.32
Transportation	9[a]	.74	.58	.40
Utilities	76	.31	.42	.36
Total: All Companies	559	.67%	.98%	.69%

[a]One loss company is included in column 1 data, but excluded from columns 2 and 3.

situations. One of the companies included in the column 1 figure had an income loss and this was subtracted from the denominator before calculating the contributions to income ratio. The result is a higher figure. Or, within a particular industry, there may be a few large companies that do have ratios as high or higher than the smaller companies in the sample and help to sustain a high industry ratio. A knowledge of what the industry's profit picture has been may help to determine which of the two cases is influencing the ratios. (Chart 2 profiles the changes in worldwide pretax net income between 1978 and 1979 for survey participants.)

No matter which of the two ratios a company consults, it is a good idea to have one additional reference point. Thus, the median is provided in column 3. To get the median, the individual ratios for each member of an industry group are calculated, and the negative ratios for the loss companies are removed. The remaining ratios are rank ordered from low to high. The middle value in the ranking is the median.

Whether the ratio in column 3 is closer to that in column 1 or column 2 will vary. In Exhibit 1, the median is usually closer to the figure in column 1. This indicates that the companies above the median (those with higher ratios) are generally medium to medium-large companies whose higher ratios are helping to "pull up" the *average* in column 2. In industries such as primary metals and transportation equipment, the median is closer to the figure in column 2.

Income loss situations in these two industries helped to make the column 1 figure higher.

In the banking industry, the figures in column 2 and 3 are more closely aligned and higher than those in column 1. Some of the larger banks are among those clustered below the median, and the ratios for all of the companies in the lower half of the group fall between .44 and 1.09 percent. Above the median, the values are more widely dispersed—from 1.14 percent to 4.4 percent. Thus, the median and the average are relatively high, while the inclusion of several larger banks in the group below the median produces the lower .80 figure in Column 1.

There is no one *best* way to calculate the data. Those interested in an average for the companies participating in the survey should use the column 2 figure. Those interested in a ratio more typical of the large companies in their industry class may be best served by the ratios in column 1. But they must be mindful that loss situations or large one-time gifts might be responsible for some of the year to year changes in the ratio. The median given in column 3 is a useful third alternative, and may also be used as a check on the other two.

Leadership

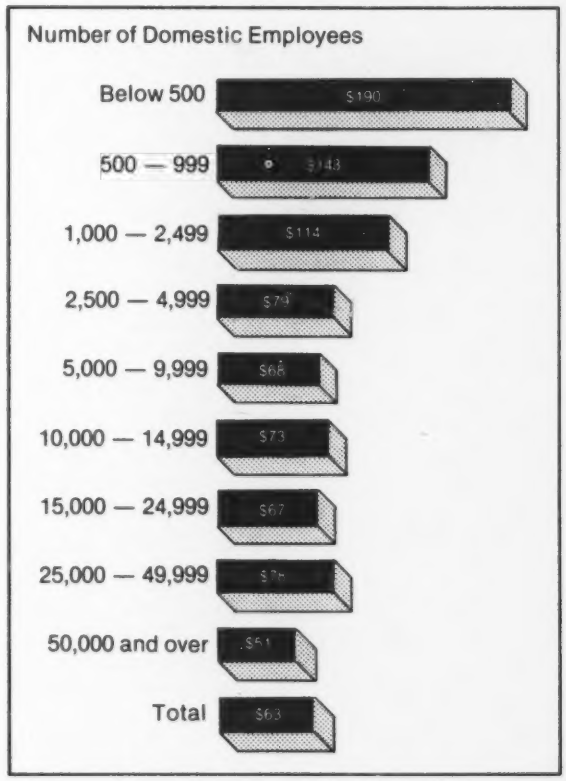
The top budget figure among the 50 largest dollar donors was $31.2 million in 1979, up from $27.6 million in 1978. The budget of the company in the number 50 slot was $3.6 million, close to the $3.5 million 1978 figure. (See Table 8.) These fifty companies account for approximately half of all giving by survey participants. Of the forty companies that were on the list in both years, twenty-three increased the size of their ratio (contributions to worldwide PTNI) while their income also improved; for another seven companies the increase in the ratio resulted from a profit decline. Ten companies increased their profits at a faster rate than their contributions, which produced a dip in their ratio.

Another alternative to total dollar giving as an indicator of leadership is the contributions ratio. Tables 9 through 11A allow companies to compare their giving ratios to other survey participants that rank in the top 25 percent (75th percentile), 20 percent (80th percentile) and 10 percent (90th percentile) of the survey sample. The median, and (in Tables 9 and 9A) some of the percentiles below this half-way indicator, are provided as additional benchmarks. While there is fluctuation between 1978 and 1979 in some of the subdivisions in these tables, the totals for all companies show very little change, either at the median or the higher percentiles.

Employees and Assets: Some Basic Ratios

While income is the measure most frequently used when calculating contributions ratios, alternative measures exist. Companies differ in the mix of capital and labor that is needed to produce their products or services, so that it might also be appropriate to express giving

Chart 3: Contributions Per Domestic Employee, 1979



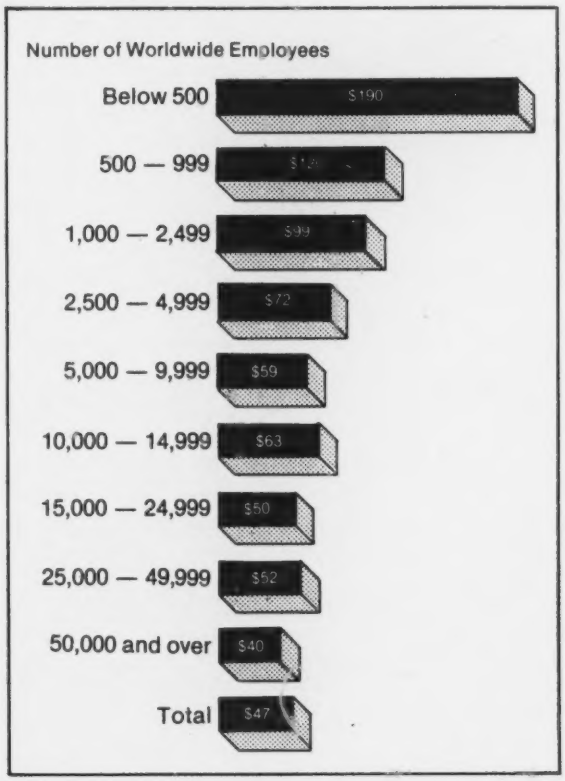
ratios as a percent of assets and on a dollars-per-employee basis. These ratios can be found in Tables 12 through 12C, and in Charts 3 and 4. In addition, the basic ratio of contributions as a percent of PTNI is given, with companies grouped alternately by asset size and number of employees (Tables 13 through 14C).

The Major Beneficiary Groups

Essentially, the portion of total giving claimed by each of the five beneficiary groups has remained stable over the past five years (see Chart 5). In 1979, giving to culture and art, which has been the major growth area in the last few years, leveled off near the 1978 mark of 10 percent. Giving to education moved up slightly from 37.0 to 37.7 percent, giving to health and welfare dropped from 37 to 35 percent of the total, and civic activities shared 11.6 percent, about even with its 11.4 percent share in 1978. (See Chart 6.)

The "other activities" category grew from 4.6 to 5.8 percent of the total in 1979. Among companies that participated in both the 1978 and 1979 survey, the "other" category also showed the greatest percentage change (55 percent) in total dollar amount. Yet, in comparison with the more than 95 percent of the companies that record giving to the four *designated* categories, only about 85 percent make contributions in this undefined category. The continued growth of the "other" category may be due to the fact that some survey participants are unable to disaggregate their data in order to assign it to one of the designated categories. Thus, there may be a small amount of distortion in the annual percentages for the four major groupings (see Charts 1 and 7).

Chart 4: Contributions Per Worldwide Employee, 1979



Industry Patterns

Education continues to command the largest share of the budget among manufacturing firms

Chart 5: Contributions to Mayor Beneficiary Groups As a Percent of Total Contributions Budget, 1975-1979

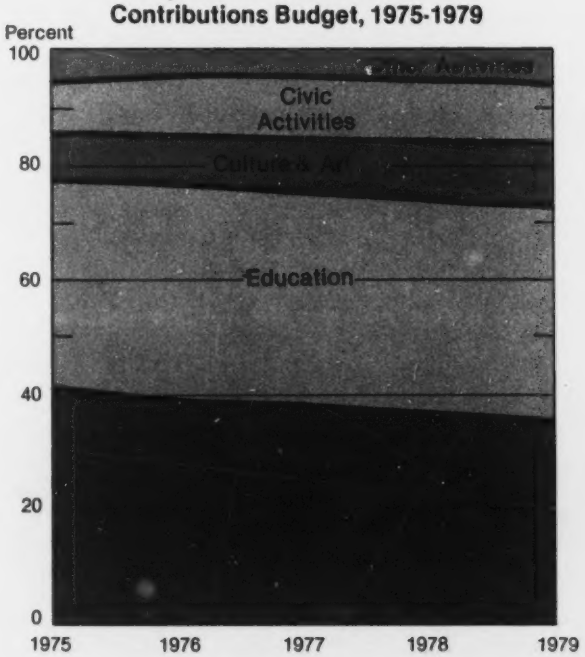


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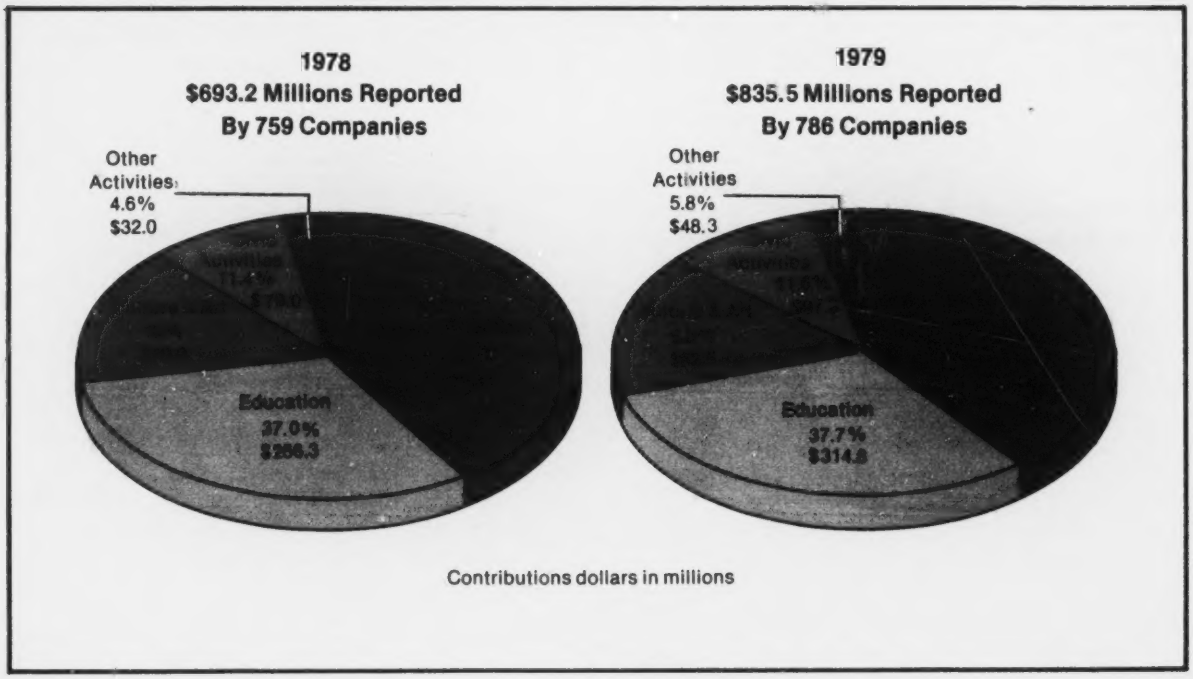
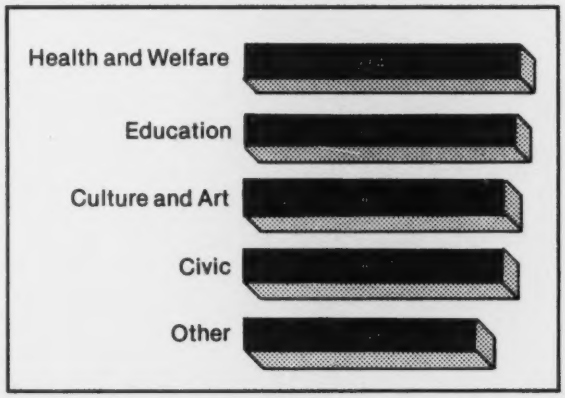
Chart 6: Distribution of the Contributions Dollar, 1978 and 1979



(42.7 percent), while health and welfare is uppermost in nonmanufacturing budgets (43.6 percent). Manufacturers gave 31.2 percent of their budget to health and welfare in 1979; 10.5 percent to civic activities; 9.2 percent to culture and art; and 6.3 percent to all other activities. Nonmanufacturers donated 25.9 percent to education; 14.5 percent to civic activities; 11.4 percent to culture and art, and 4.6 percent to all other activities. (See Table 15.)

As a percent of the total budget, giving to federated campaigns continues to decline in both the manufacturing and nonmanufacturing sectors: Manufacturers devoted 17.2 percent of their budget to it in 1979, compared with 18.5 percent in 1978; nonmanufacturers allocated 27.3 percent in 1979, compared with 30.5 percent in 1978. At one end of the spectrum, such industries as utilities, telecommunications and rubber products allocate over 30 percent of their total budget to federated campaigns; at the other end, industries such as mining, petroleum and gas, and pharmaceuticals are at about the 10 percent level (see Table 15). On a dollars-per-employee basis, banking ($42), utilities ($27), and insurance ($24) have the highest ratios, while such industries as textiles, rubber, transportation equipment, engineering and

Chart 7: Frequency of Support in Major Areas of Giving, 1979*



* Frequency of support indicates the percent of the 786 participating companies that supported each beneficiary group

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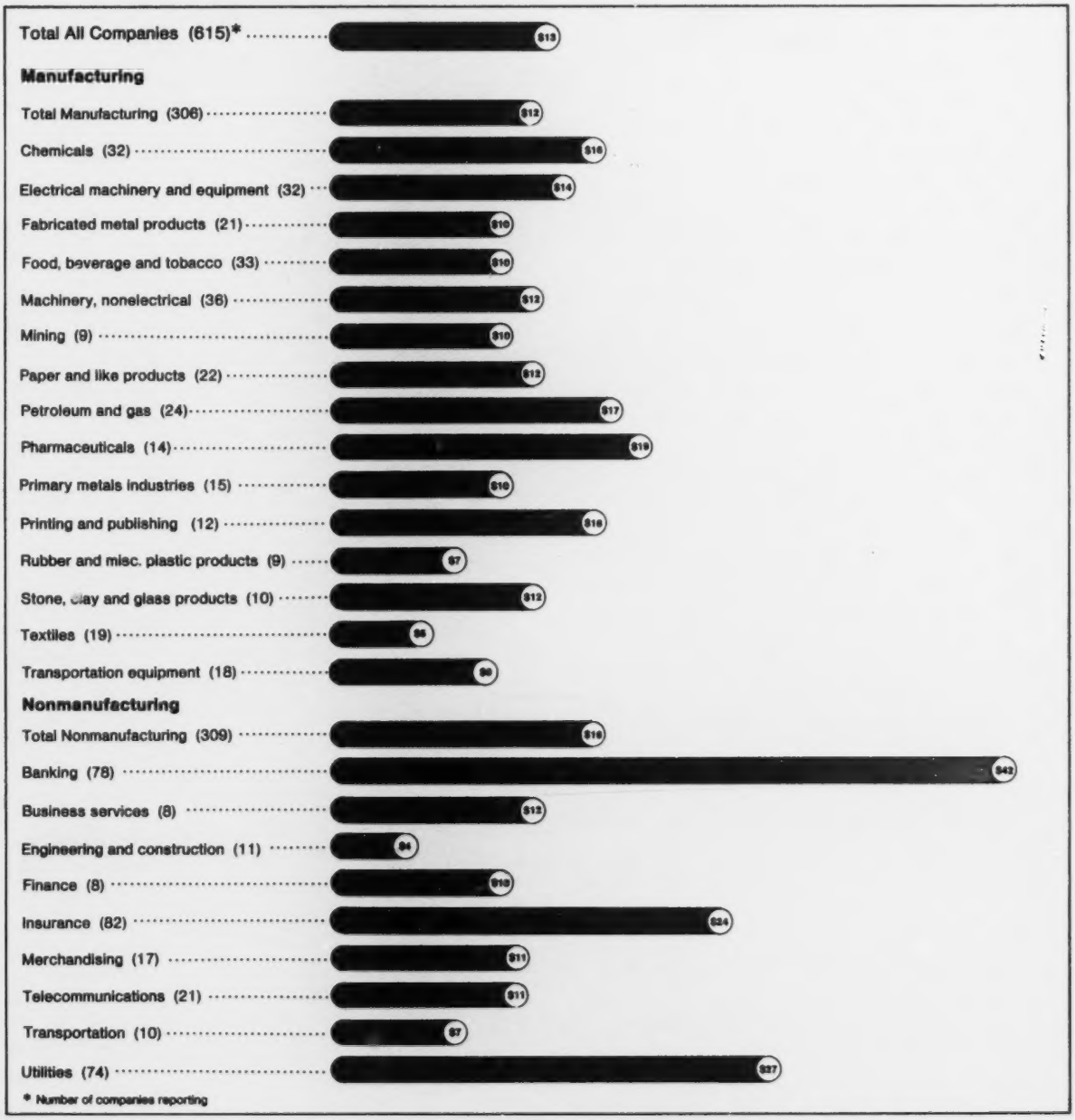
construction and transportation give less than $10 on a per employee basis (see Chart 8). Since federated campaigns are community sponsored, industries with a strong local base (e.g. banks and utilities) tend to designate a larger share of their budget for this purpose. Practices vary widely, however, with some companies using per-employee or other formulas, while still others prefer to match their employee gifts to federated appeals.

Chart 8: Contributions Per Employee to Federated Campaigns, 1979
Companies Grouped by Industry Class


Total All Companies (615)* $13
Manufacturing
Total Manufacturing (306) $12
Chemicals (32) $16
Electrical machinery and equipment (32) $14
Fabricated metal products (21) $10
Food, beverage and tobacco (33) $10
Machinery, nonelectrical (36) $12
Mining (9) $10
Paper and like products (22) $12
Petroleum and gas (24) $17
Pharmaceuticals (14) $19
Primary metals industries (15) $10
Printing and publishing (12) $16
Rubber and misc. plastic products (9) $7
Stone, clay and glass products (10) $12
Textiles (19) $5
Transportation equipment (18) $8
Nonmanufacturing
Total Nonmanufacturing (309) $16
Banking (78) $42
Business services (8) $12
Engineering and construction (11) $4
Finance (8) $10
Insurance (82) $24
Merchandising (17) $11
Telecommunications (21) $11
Transportation (10) $7
Utilities (74) $27
* Number of companies reporting

Appendix

The procedures used for sample selection and survey administration have been developed and refined throughout six years of joint survey sponsorship by The Conference Board and the Council for Financial Aid to Education.

Sample Selection

The list of companies invited to participate in the *Annual Survey of Corporate Contributions* has been screened through several studies. Companies are selected to provide a cross section of the corporate population based upon industry classification, geographic distribution, and the existence of a corporate contributions program. The 1979 sample included 4,500 companies. Since available government data and previous experience have indicated that large companies are the major sources of contributions dollars, all companies that have appeared in The *Fortune Double 500 Directory* in the past several years are included in the sample.

Survey Administration

In April, 1980, a two-page questionnaire was sent to the chief executive officer of each of the 4,500 companies in the survey sample. In a covering letter, the CEO was asked to encourage the company's participation in the survey. Where the name of a contributions officer was available—which was the case for about 1,700 of the companies—this officer received a separate copy of the questionnaire with a covering letter. A reminder letter was sent to nonrespondents in June, 1980, and 786 questionnaires were received before data processing began.

The questionnaire contained five sections, covering approximately 22 items, all targeted at obtaining 1979 financial and contributions data for the companies surveyed. The beneficiary group items were abbreviated in the 1979 questionnaire. Data were gathered only on the five major categories of giving. Since changes in their subcategories have been minor in recent years, a decision was made to collect this detail every few years, rather than on an annual basis.

Respondent Profile

The sample is weighted toward larger corporations, with 56 percent of the surveyed group reporting worldwide sales of $500 million or more (see Table A1). Manufacturing companies make up 54 percent of the group, and more manufacturing companies are found at the upper end of the sales spectrum. In fact, 79 percent of the manufacturing sector participants are listed among the *Fortune 1,000.* Table A-2 groups these participants by their Fortune ranking in breaks of 100 each. Again, the larger portion—76 percent—falls within the top 500.

In Table A-3 nonmanufacturing firms responding to the questionnaire are compared with the six *Fortune* "top 50" groups: banking, life insurance, diversified financial, retailing, transportation and utilities. *Fortune*-listed companies account for 34 percent of all nonmanufacturing companies participating in the

Table A-1: Total Survey Participants and Percentage in Manufacturing and Nonmanufacturing Sectors —Companies Grouped by Worldwide Sales

Worldwide Sales	*Number of Companies*	*Percent of Total*	*Number of Manufacturing Companies*	*Percent of Manufacturing Companies*	*Number of Nonmanufacturing Companies*[1]	*Percent of Nonmanufacturing Companies*
Under $50 million	22	3%	4	1%	18	5%
$50-100 million	45	6	10	2	35	10
$100-250 million	129	18	61	16	68	20
$250-500 million	127	17	66	17	61	18
$500 million-1 billion	106	15	55	14	51	15
$1 billion-2.5 billion	149	20	92	23	57	17
$2.5-5 billion	82	11	56	14	26	8
Over $5 billion	70	10	49	13	21	6
Total	730	100	393	100	337	100[a]

[1]Includes 14 operating subsidiaries of one corporation.

[a]Columns may not total 100 percent because of rounding.

Table A-2: Comparison of Manufacturing Companies in 1979 Survey with Those in Fortune 1,000 List — Companies Grouped by *Fortune* Ranking (Based on Total Worldwide Sales)

Company Rank Order		*Number of Survey Respondents*	*Percent of Manufacturing in Survey*[1] *(N = 433)*	*Percent of* Fortune *1,000*
Number	1 - 100	78	18%	8%
	101 - 200	72	17	7
	201 - 300	49	11	5
	301 - 400	32	7	3
	401 - 500	32	7	3
	501 - 600	27	6	3
	601 - 700	15	4	1
	701 - 800	17	4	2
	801 - 900	9	2	1
	901 - 1000	13	3	1
	Total	344	79%	34%

[1]The total of 433 represents all survey respondents in the manufacturing sector, while the 393 total in Table A-1 represents only those that provided worldwide sales data.

Table A-3: Comparison of Nonmanufacturing Companies in the 1979 Survey with Those in the Fortune 300 List—Companies Grouped by Industry Class

Industry Class (Top 300)	*Number of Survey Respondents*	*Percent of Nonmanufacturing in Survey[1] (N = 339)*	*Percent of* Fortune *300*
Top 50 commercial banking companies (ranked by assets)	23	7%	8%
Top 50 life insurance companies (ranked by assets)	30	9	10
Top 50 diversified financial companies (ranked by assets)	14	4	5
Top 50 retailing companies (ranked by sales)	11	3	3
Top 50 transportation companies (ranked by operating revenues)	9	3	3
Top 50 Utilities (ranked by assets)	27	8	9
Total	114	34	38

[1]The total of 339 excludes the 14 operating subsidiaries included in the Table A-1 nonmanufacturing total of 337, but includes all other nonmanufacturing companies, which totaled 353.

survey. Overall, 58 percent of the survey participants are *Fortune*-listed companies.

Survey Biases

As indicated, the survey sample is weighted toward larger corporations. Generally speaking, the larger the company, the smaller the ratio of contributions to PTNI, assets and number of employees is likely to be. For example, the ratio of contributions to worldwide PTNI for the survey group is 0.50 percent, about half the size of the 1 percent national average. The many small companies included in the national figure help to raise this ratio.

Overall, responses to the survey tend to be heavier among manufacturing firms. In the nonmanufacturing sector, heavy responses from banking, insurance and utilities tend to overrepresent these industries, while merchandising and business services are underrepresented. If there were a more proportional representation among industry groups it is possible that the distribution among the five categories of support would show some change. For this reason, users are advised to consult the average for their individual industry class (Table 15), as well as that for the entire survey group (Chart 6).

Finally, there is some variation in the number of companies included in the base for each of the tables in this report. Some survey respondents did not supply all the financial data necessary for analyzing their responses by sales, asset size, and pretax net income. These respondents have been excluded from those tables utilizing financial data, but included in others (number of employees, and so on). These variations, where they occur, are small and appear to be of little significance.

Table 1: Corporate Contributions and Corporate Net Income Before and After Taxes[1]

Year	Contributions: Amount ($ Millions)	Net Income before Taxes ($ Millions)	As Percent of Net Income before Taxes	Net Income after Taxes ($ Millions)	As Percent of Net Income after Taxes
1936	$ 30	$ 7,900	0.39%	$ 4,931	0.61%
1937	33	7,900	0.42	5,283	0.62
1938	27	4,100	0.65	2,940	0.92
1939	31	7,200	0.43	5,600	0.55
1940	38	9,300	0.41	7,179	0.53
1941	58	17,700	0.33	10,108	0.57
1942	98	21,500	0.46	10,120	0.97
1943	159	25,100	0.63	11,056	1.43
1944	234	24,100	0.97	11,158	2.09
1945	266	19,700	1.35	9,033	2.94
1946	214	24,600	0.87	15,472	1.38
1947	241	31,500	0.77	20,186	1.19
1948	239	35,200	0.68	22,749	1.05
1949	223	28,900	0.77	18,710	1.19
1950	252	42,600	0.59	24,675	1.02
1951	343	43,900	0.78	21,324	1.60
1952	399	38,900	1.03	19,457	2.05
1953	495	40,500	1.22	20,249	2.44
1954	314	38,100	0.82	20,516	1.53
1955	415	48,400	0.86	26,393	1.57
1956	418	48,600	0.86	26,630	1.56
1957	419	46,900	0.89	25,517	1.64
1958	395	41,100	0.96	22,140	1.78
1959	482	51,600	0.93	27,967	1.72
1960	482	48,500	0.99	25,844	1.86
1961	512	48,600	1.05	25,805	1.98
1962	595	53,600	1.11	29,599	2.01
1963	657	57,700	1.14	31,475	2.08
1964	729	64,700	1.13	36,724	1.98
1965	785	75,200	1.04	44,333	1.77
1966	805	80,700	1.00	47,086	1.70
1967	830	77,300	1.07	44,850	1.85
1968	1,005	85,600	1.17	46,160	2.17
1969	1,055	83,400	1.26	43,771	2.41
1970	797	71,500	1.11	37,008	2.15
1971	865	82,000	1.05	44,264	1.95
1972	1,009	96,200	1.05	54,621	1.84
1973	1,174	115,800	1.01	67,056	1.75
1974	1,200	126,900	0.95	74,546	1.61
1975	1,202	120,400	1.00	70,567	1.70
1976	1,487	156,000	0.95	92,200	1.61
1977	1,800(est.)[2]	177,100	1.02	104,500	1.72
1978	2,250(est.)[2]	206,000	1.09	121,500	1.85
1979	$2,450(est.)[2]	$236,600	1.04%	$144,100	1.70%

[1]Reflects total consolidated corporate net income before and after taxes.

[2]From Council for Financial Aid to Education.

Note: Figures in this table reflect contributions and income of *all* U.S. corporations. Figures in all other tables in this report are based solely on responses by survey participants.

Sources: Department of Commerce, Internal Revenue Service, The Conference Board.

Table 2: Corporate Contributions and Net Income before Taxes in Current and Constant Dollars, 1969 to 1979

Year	Consumer Price Index	Contributions[1] In Current Dollars	Contributions[1] In Constant Dollars (1972)	Net Income Before Taxes In Current Dollars	Net Income Before Taxes In Constant Dollars (1972)
			(in millions)		
1969	109.8	$1,055	$1,203	$ 83,400	$ 95,076
1970	116.3	797	861	71,500	77,220
1971	121.3	865	891	82,000	84,460
1972	125.3	1,009	1,009	96,200	96,200
1973	133.1	1,174	1,104	115,800	108,852
1974	147.7	1,200	1,020	126,900	107,865
1975	161.2	1,202	938	120,400	93,912
1976	170.5	1,487	1,085	156,000	113,880
1977	181.5	1,800	1,242	177,100	122,199
1978	195.3	2,250	1,440	206,000	131,840
1979	217.7	2,450	1,421	236,600	137,228

[1]These data include allocations to company foundations. It is possible that the dollars in circulation in any one year may have been *less* than this total. However, no basis for estimating the excess of pay-ins over pay-outs for company foundations exists for the years prior to 1974.

Table 3: Total Contributions in Relation to "U.S. Only" Pretax Net Income, Assets and Sales, 1975, 1978 and 1979

	1979 539 companies ($ Thousands)	1978 528 companies ($ Thousands)	1975 522 companies ($ Thousands)
Total Contributions	$ 497,308	$ 411,676	$ 215,155
Pretax Net Income	74,638,900	68,835,900	30,683,700
Total Assets	1,217,263,400	1,184,678,000	663,909,600
Net Sales	788,442,300	660,723,400	352,841,500
Total Contributions as a Percentage of:			
Pretax Net Income	0.666	0.598	0.701
Total Assets	0.041	0.034	0.032
Net Sales	0.063	0.062	0.061

Table 3A: Total Contributions in Relation to "Worldwide" Pretax Net Income, Assets and Sales, 1975, 1978 and 1979

	1979 724 companies ($ Thousands)	1978 711 companies ($ Thousands)	1975 741 companies ($ Thousands)
Total Contributions	$ 804,656	$ 671,721	$ 417,994
Pretax Net Income	159,750,200	138,496,000	77,943,200
Total Assets	2,351,233,700	2,082,603,800	1,443,851,600
Net Sales	1,635,196,200	1,335,164,600	874,517,400
Total Contributions as a Percentage of:			
Pretax Net Income	0.504	0.485	0.536
Total Assets	0.034	0.032	0.029
Net Sales	0.049	0.050	0.048

Table 4: Contributions as a Percent of Pretax Net Income, 1979—Companies Grouped by Rate of Giving[1]

Contributions as Percent of Pretax Net Income	Domestic Pretax Income Number of Companies[2]	Worldwide Pretax Income Number of Companies[3]
0 - .24%	55	80
.25 - .49	107	186
.50 - .74	79	116
.75 - .99	74	91
1.0 - 1.49	70	91
1.5 - 1.99	43	39
2.0 - 2.99	26	24
3.0 - 3.99	6	3
4.0 - 7.49	9	11
7.5 and over	1	2
Total	470	643

[1]Insurance companies excluded.

[2]6 net loss companies excluded.

[3]8 net loss companies excluded.

Table 5: Corporate Targets for 1980-1984: Contributions as a Percent of Pretax Net Income

Contributions Targets as a Percent of Pretax Net Income	Number of Companies	
	U.S. only Pretax Income	Worldwide Pretax Income
0.01-0.59%	11	4
0.60-0.99	12	2
1.00-1.99	67	34
2.00-2.99	19	7
3.00 and over	14[a]	2
Total	123	49

[a]Eleven companies indicated that they had a 5 percent target.

Table 6: Flow of Funds Into and Out of Company Foundations, 1978 and 1979

	1978		1979	
	Number of Companies	Percent of Total	Number of Companies	Percent of Total
Pay-ins equal to pay-outs	26	7%	12	3%
Pay-ins less than pay-outs	178	52	163	47
Pay-ins greater than pay-outs	141	41	173	50
Total	345	100%	348	100%

Table 7: Contributions as a Percent of Domestic Pretax Net Income, 1979 — Companies Grouped by Industry Class

Industrial Classification	*Number of Companies*	*Domestic Pretax Net Income ($ Millions)*	*Contributions ($ Thousands)*	*Percent of Contributions to Domestic Pretax Net Income — All Companies*[1]
Chemicals	22	$ 3,745	$ 25,388	0.68%
Electrical machinery and equipment	19	5,179	35,402	0.68
Fabricated metal products	17	466	3,212	0.69
Food, beverage and tobacco	34	4,248	37,340	0.88
Machinery, nonelectrical	29	2,827	20,759	0.73
Mining	6	657	4,602	0.70
Paper and like products	22	2,661	18,307	0.69
Petroleum and gas	22	15,970	94,341	0.59
Pharmaceuticals	7	1,220	14,054	1.15
Primary metal industries	12	1,150	9,476	0.82
Printing and publishing	10	622	6,408	1.03
Rubber and miscellaneous plastic products	9	306	5,929	1.94
Stone, clay and glass products	9	435	3,258	0.75
Textiles	16	592	6,405	1.08
Transportation equipment	20	7,585	60,092	0.79
Total: Manufacturing	254	47,663	344,973	0.72
Banking	74	2,498	31,394	1.26
Business services	7	463	1,811	0.39
Engineering and construction	12	575	4,734	0.82
Finance	8	559	4,236	0.76
Insurance[2]	82	6,168	34,240	0.55
Merchandising	17	2,224	36,031	1.62
Telecommunications	20	9,186	32,723	0.36
Transportation	9	1,599	11,876	0.74
Utilities	76	8,308	25,721	0.31
Total: Nonmanufacturing	305	31,580	182,766	0.58
Total: All Companies	559	79,243	527,739	0.67

[1]Seven companies showing net loss included.

[2]Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses"—the closest measure to pretax net income of corporations generally.

Table 7A: Contributions as a Percent of Worldwide Pretax Net Income, 1979 — Companies Grouped by Industry Class

Industrial Classification	*Number of Companies*	*Worldwide Pretax Net Income ($ Millions)*	*Contributions ($ Thousands)*	*Percent of Contributions to Worldwide Pretax Net Income — All Companies*[1]
Chemicals	44	$ 13,639	$ 76,951	0.56%
Electrical machinery and equipment	43	14,780	78,414	0.53
Fabricated metal products	26	1,579	11,250	0.71
Food, beverage and tobacco	43	7,342	48,055	0.65
Machinery, nonelectrical	53	6,775	41,200	0.61
Mining	11	1,302	6,154	0.47
Paper and like products	26	4,362	24,862	0.57
Petroleum and gas	30	47,746	118,711	0.25
Pharmaceuticals	16	3,944	32,467	0.82
Primary metal industries	18	2,759	26,781	0.97
Printing and publishing	14	1,102	12,539	1.14
Rubber and miscellaneous plastic products	10	574	6,588	1.15
Stone, clay and glass products	14	1,709	13,677	0.80
Textiles	21	1,160	11,173	0.96
Transportation equipment	24	9,963	64,813	0.65
Total: Manufacturing	393	118,736	573,635	0.48
Banking	89	6,583	52,835	0.80
Business services	15	2,143	6,813	0.32
Engineering and construction	13	846	5,066	0.60
Finance	9	626	4,341	0.69
Insurance[2]	87	7,811	43,403	0.56
Merchandising	21	3,132	47,126	1.50
Telecommunications	24	11,650	43,888	0.38
Transportation	9	1,458	10,422	0.71
Utilities	78	8,701	26,907	0.31
Total: Nonmanufacturing	345	42,952	240,801	0.56
Total: All Companies	738	54,825	814,436	0.50

[1]Eight companies showing net loss included.

[2]Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses"—the closest measure to pretax net income of corporations generally.

Table 8: Contributions of 50 Largest Dollar Donors as a Percent of Domestic and Worldwide Pretax Net Income, 1979

Company Rank	Contributions[1] Dollars	Domestic Pretax[2] Net Income ($ Thousands)	Contributions as Percent of Domestic Pretax Net Income	Worldwide Pretax[2] Net Income ($ Thousands)	Contributions as Percent of Worldwide Pretax Net Income
1.	$31,222,000	$2,500,000	1.25%	$13,000,000	0.25%
2.	28,008,205	9,000,000	0.32	9,000,000	0.32
3.	23,723,000	4,000,000	0.58	5,000,000	0.47
4.	21,500,000	3,000,000	0.76	6,000,000	0.39
5.	17,606,000	1,000,000	1.71	1,000,000	1.71
6.	15,306,961	2,000,000	0.73	2,000,000	0.71
7.	14,579,671	*	*	1,500,000	0.97
8.	11,848,984	1,000,000	0.88	7,000,000	0.17
9.	11,459,000	n.a.	n.a.	2,000,000	0.48
10.	10,941,457	1,000,000	1.25	1,000,000	1.11
11.	10,737,663	n.a.	n.a.	600,000	1.81
12.	9,950,000	n.a.	n.a.	1,000,000	0.77
13.	9,491,000	n.a.	n.a.	2,000,000	0.56
14.	8,827,903	200,000	3.67	200,000	3.67
15.	8,090,800	1,000,000	0.77	1,500,000	0.53
16.	7,488,691	1,000,000	0.53	3,000,000	0.25
17.	7,294,221	n.a.	n.a.	*	*
18.	7,200,000	n.a.	n.a.	500,000	1.48
19.	7,011,264	600,000	1.25	900,000	0.74
20.	6,663,000	n.a.	n.a.	1,000,000	0.65
21.	6,583,000	n.a.	n.a.	1,000,000	0.56
22.	6,556,585	n.a.	n.a.	2,000,000	0.34
23.	6,552,711	n.a.	n.a.	800,000	0.85
24.	6,140,000	1,000,000	0.61	3,000,000	0.20
25.	6,108,550	n.a.	n.a.	500,000	1.30
26.	6,096,500	n.a.	n.a.	1,000,000	0.51
27.	5,855,113	n.a.	n.a.	300,000	1.99
28.	5,720,417	2,000,000	0.35	600,000	0.18
29.	5,700,000	n.a.	n.a.	700,000	0.80
30.	5,435,796	200,000	2.26	300,000	2.06
31.	5,310,145	600,000	0.82	700,000	0.81
32.	5,280,000	n.a.	n.a.	600,000	0.92
33.	5,052,287	500,000	1.07	600,000	0.81
34.	4,800,000	n.a.	n.a.	400,000	1.25
35.	4,700,000	n.a.	n.a.	400,000	1.26
36.	4,626,983	n.a.	n.a.	800,000	0.62
37.	4,625,000	400,000	1.22	600,000	0.76
38.	4,576,000	1,000,000	0.38	1,000,000	0.38
39.	4,414,800	100,000	3.45	1,000,000	0.35
40.	4,243,000	600,000	0.68	1,000,000	0.32
41.	4,027,378	n.a.	n.a.	200,000	2.64
42.	3,950,236	n.a.	n.a.	100,000	2.75
43.	3,893,537	n.a.	n.a.	300,000	1.13
44.	3,870,195	n.a.	n.a.	900,000	0.44
45.	3,867,000	700,000	0.53	3,000,000	0.15
46.	3,844,246	n.a.	n.a.	2,000,000	0.18
47.	3,790,650	300,000	1.20	400,000	0.90
48.	3,711,515	n.a.	n.a.	600,000	0.67
49.	3,700,938	n.a.	n.a.	500,000	0.79
50.	$ 3,660,289	n.a.	n.a.	$ 500,000	0.80%

[1]Direct giving and company foundation pay-outs included; grants made to and retained by company foundations are excluded.

[2]Domestic and worldwide pretax income rounded, percentages actual.

*Company showed loss

n.a. = Not available

Table 9: Contributions as a Percent of Domestic Pretax Net Income — Percentile Rank, 1979 — Companies Grouped by Size of U.S. Income

U.S. Pretax Net Income	*Number of Companies*	*Contributions Percentiles*[1] *10th percentile*	*20th percentile*	*25th percentile*	*Median (50th percentile)*	*75th percentile*	*80th percentile*	*90th*[2] *percentile*
Under $5 million.....	45	0.60%	0.72%	0.84%	1.52%	2.85%	2.96%	5.86%
$5-10 million.....	53	0.41	0.62	0.80	1.23	1.69	1.83	2.53
$10-25 million.....	104	0.33	0.46	0.50	0.82	1.36	1.45	1.86
$25-50 million.....	96	0.29	0.37	0.40	0.77	1.05	1.11	1.50
$50-100 million.....	73	0.14	0.23	0.28	0.50	0.69	0.73	0.96
$100-250 million.....	112	0.17	0.30	0.35	0.53	0.92	1.05	1.59
$250-500 million.....	36	0.14	0.24	0.29	0.44	0.69	0.70	0.89
$500 million and over	33	0.19	0.31	0.31	0.49	0.74	0.77	1.25
All Income Groups	552	0.24%	0.35%	0.40%	0.69%	1.15%	1.33%	1.77%

[1]A percentile refers to the percentage of cases below the given point. Thus, the 90th percentile means that 90 percent of the companies give less than the percentage shown—alternatively, only 10 percent give as much or more. A similar definition applies to the 80th, the 75th, or any other percentile. The statistics presented here are derived only from companies with positive net income.

[2]Ratios over the 5 percent level usually reflect a situation in which income has decreased. A corporation can carry the excess contributions over to succeeding years, up to a 5-year limit.

Table 9A: Contributions as a Percent of Worldwide Pretax Net Income — Percentile Rank, 1979 — Companies Grouped by Size of Worldwide Income

Worldwide Pretax Net Income	*Number of Companies*	*Contributions Percentiles*[1] *10th percentile*	*20th percentile*	*25th percentile*	*Median (50th percentile)*	*75th percentile*	*80th percentile*	*90th*[2] *percentile*
Under $5 million.....	43	0.57%	0.74%	0.83%	1.41%	2.64%	2.85%	5.37%
$5-10 million.....	57	0.37	0.55	0.65	1.12	1.59	2.00	3.96
$10-25 million.....	116	0.30	0.43	0.45	0.79	1.24	1.37	1.79
$25-50 million.....	113	0.29	0.37	0.40	0.76	1.09	1.17	1.52
$50-100 million.....	106	0.15	0.26	0.29	0.50	0.72	0.78	1.05
$100-250 million.....	153	0.17	0.29	0.33	0.46	0.78	0.87	1.23
$250-500 million.....	79	0.20	0.29	0.34	0.45	0.73	0.77	1.04
$500 million $1 billion....	37	0.19	0.28	0.30	0.39	0.70	0.74	0.85
$1 billion and over	26	0.15	0.18	0.20	0.38	0.55	0.56	0.83
All Income Groups	730	0.22%	0.32%	0.36%	0.58%	1.00%	1.13%	1.59%

[1]Percentile is defined in footnote 1 in Table 9.

[2]Ratios over the 5 percent level usually reflect a situation in which income has decreased. A corporation can carry the excess contributions over to succeeding years, up to a 5-year limit.

Table 10: Contributions by Leading Donors as a Percent of Domestic Pretax Net Income, 1979 — Companies Grouped by Size of U.S. Assets

Assets	Number of Companies	Contributions[1] 90th percentile[2]	80th percentile	75th percentile	Median
Under $50 million	22	4.60%	2.50%	2.29%	1.39%
$50-100 million	29	5.77	1.83	1.79	0.87
$100-200 million	63	2.32	1.45	1.38	0.81
$200-300 million	40	1.63	1.30	1.27	0.76
$300-500 million	55	1.90	1.20	1.02	0.81
$500 million $1 billion	85	1.74	1.26	1.16	0.67
$1-2 billion	110	1.72	1.22	1.05	0.66
$2-3 billion	38	1.63	1.13	1.12	0.68
$3-5 billion	48	1.65	1.06	0.94	0.44
Over $5 billion	62	1.42	0.88	0.83	0.53
All Asset Groups	552	1.77%	1.33%	1.15%	0.69%

[1]The statistics presented here are derived only from companies with positive net income.
[2]Percentile is defined in note 1 in Table 9.

Table 10A: Contributions by Leading Donors as a Percent of Worldwide Pretax Net Income, 1979 — Companies Grouped by Size of Worldwide Assets

Assets	Number of Companies	Contributions[1] 90th percentile[2]	80th percentile	75th percentile	Median
Under $50 million	22	4.60%	1.95%	1.88%	1.05%
$50-100 million	43	5.74	1.80	1.76	0.87
$100-200 million	69	2.58	1.41	1.15	0.70
$200-300 million	49	1.55	1.25	1.12	0.73
$300-500 million	66	1.56	1.01	0.97	0.68
$500 million $1 billion	111	1.77	1.15	1.07	0.57
$1-2 billion	137	1.55	1.11	1.01	0.54
$2-3 billion	74	1.49	1.04	0.99	0.56
$3-5 billion	56	1.05	0.74	0.72	0.43
Over $5 billion	103	1.29	0.89	0.81	0.50
All Asset Groups	730	1.59%	1.13%	1.00%	0.58%

[1]The statistics presented here are derived only from companies with positive net income.
[2]Percentile is defined in note 1 in Table 9.

Table 11: Contributions by Leading Donors as a Percent of Domestic Pretax Net Income, 1979 — Companies Grouped by Industry Class (with at least ten cases in each)

Industrial Classification	Number of Companies in Sample	Grouping by Contributions[1]			
		90th percentile[2]	80th percentile	75th percentile	Median
Chemicals	22	2.52%	1.50%	1.42%	0.82%
Electrical machinery and equipment	19	1.66	1.35	1.24	0.77
Fabricated metal products	17	2.42	1.42	0.95	0.72
Food, beverage and tobacco	34	2.21	1.56	1.29	0.76
Machinery, nonelectrical	29	1.81	1.23	1.13	0.81
Paper and like products	22	1.50	0.89	0.88	0.70
Petroleum and gas	22	1.06	0.57	0.55	0.32
Primary metal industries	12	1.80	1.57	1.57	0.66
Printing and publishing	10	1.57	1.06	1.18	0.78
Textiles	15	4.66	1.77	1.76	1.03
Transportation equipment	19	1.39	0.80	0.79	0.48
Banking	73	2.24	1.82	1.60	1.30
Engineering and construction	11	5.48	3.11	1.60	0.99
Insurance	82	1.38	0.89	0.82	0.58
Merchandising	17	3.02	2.68	2.39	1.22
Telecommunications	20	3.19	0.50	0.49	0.32
Utilities	76	0.82%	0.54%	0.47%	0.36%

[1]The statistics presented here are derived only from companies with positive net income.

[2]Percentile is defined in note 1 in Table 9.

Table 11A: Contributions by Leading Donors as a Percent of Worldwide Pretax Net Income, 1979 — Companies Grouped by Industry Class (with at least ten cases in each)

Industrial Classification	Number of Companies in Sample	Grouping by Contributions[1]			
		90th percentile[2]	80th percentile	75th percentile	Median
Chemicals	44	1.63%	1.03%	0.92%	0.60%
Electrical machinery and equipment	43	1.36	1.17	1.12	0.64
Fabricated metal products	26	1.91	1.03	1.02	0.61
Food, beverage and tobacco	42	1.98	1.17	1.12	0.62
Machinery, nonelectrical	53	1.74	1.04	0.95	0.56
Mining	11	0.93	0.65	0.65	0.48
Paper and like products	26	0.99	0.84	0.83	0.52
Petroleum and gas	30	0.53	0.38	0.35	0.23
Pharmaceuticals	15	1.82	1.02	1.01	0.56
Primary metal industries	17	1.58	1.00	0.95	0.46
Printing and publishing	14	2.09	1.36	1.19	0.78
Stone, clay and glass products	14	3.63	1.50	1.14	0.79
Textiles	20	3.55	1.77	1.73	1.01
Transportation equipment	23	0.92	0.79	0.73	0.47
Banking	88	2.02	1.55	1.47	1.14
Business services	15	2.89	0.92	0.91	0.33
Engineering and construction	13	7.21	1.37	1.35	0.96
Insurance	87	1.37	0.87	0.82	0.58
Merchandising	21	2.85	2.47	2.06	1.25
Telecommunications	24	1.09	0.69	0.50	0.34
Utilities	78	0.82%	0.53%	0.48%	0.36%

[1]The statistics presented here are derived only from companies with positive net income.

[2]Percentile is defined in note 1 in Table 9.

Table 12: Contributions as a Percent of U.S. Assets, 1979 —
Companies Grouped by Number of Domestic Employees[1]

Company Size by Number of Domestic Employees	*Number of Companies*	*U.S. Assets ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of U.S. Assets*
Below 1,000	51	$ 22,784	$ 5,513	0.024%
1,000 - 2,499	104	83,652	17,199	0.021
2,500 - 4,999	110	108,384	29,767	0.028
5,000 - 9,999	78	97,822	37,551	0.038
10,000 - 14,999	45	79,594	37,440	0.047
15,000 - 24,999	57	124,841	74,240	0.060
25,000 - 49,999	59	166,292	162,288	0.098
50,000 and over	48	282,670	259,088	0.092
Total	552	$966,039	$623,086	0.065%

[1]Insurance companies excluded.

Table 12A: Contributions as a Percent of U.S. Assets of Insurance Companies, 1979 —
Companies Grouped by Number of Domestic Employees

Company Size by Number of Domestic Employees	*Number of Companies*	*U.S. Assets ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of U.S. Assets*
Below 500	19	$ 4,761	$ 979	0.021%
500 - 999	15	12,345	1,376	0.011
1,000 - 2,499	19	72,879	6,097	0.008
2,500 - 9,999	24	72,401	10,080	0.014
10,000 and over	9	156,908	16,552	0.011
Total	86	$319,294	$35,084	0.011%

Table 12B: Contributions as a Percent of Worldwide Assets, 1979 —
Companies Grouped by Number of Worldwide Employees[1]

Company Size by Number of Worldwide Employees	*Number of Companies*	*Worldwide Assets ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Worldwide Assets*
Below 1,000	44	$ 20,212	$ 3,739	0.019%
1,000 - 2,499	119	116,402	19,382	0.017
2,500 - 4,999	113	126,829	28,281	0.022
5,000 - 9,999	87	154,106	35,692	0.023
10,000 - 14,999	66	219,946	49,089	0.022
15,000 - 24,999	62	176,711	59,077	0.033
25,000 - 49,999	92	359,513	171,506	0.048
50,000 and over	81	757,978	386,748	0.051
Total	664	$1,931,697	$753,514	0.039%

[1]Insurance companies excluded.

Table 12C: Contributions as a Percent of Worldwide Assets of Insurance Companies, 1979 — Grouped by Number of Worldwide Employees

Company Size by Number of Worldwide Employees	*Number of Companies*	*Worldwide Assets ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Worldwide Assets*
Below 500	19	$ 4,761	$ 979	0.021%
500 - 999	14	11,901	1,297	0.011
1,000 - 2,499	18	32,731	3,343	0.010
2,500 - 9,999	23	66,273	9,600	0.015
10,000 and over	14	268,884	28,317	0.010
Total	88	$384,550	$43,536	0.011%

Table 13: Contributions as a Percent of Domestic Pretax Net Income, 1979 — Companies Grouped by Size of U.S. Assets[1]

Company Size by U.S. Assets	*Number of Companies*	*Domestic Net Income before Taxes ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Domestic Pretax Net Income*
Below $50 million	24	$ 128	$ 2,188	1.70%
$ 50 - 99,999	31	271	3,382	1.25
$100 - 199,999	62	880	10,281	1.17
$200 - 299,999	32	994	8,906	0.90
$300 - 499,999	50	2,140	17,233	0.80
$500 - 999,999	86	4,512	44,164	0.98
$1 billion - 1.999 billion	103	11,258	92,363	0.82
$2 billion - 4.999 billion	82	16,376	104,164	0.64
Over $5 billion	46	33,102	246,360	0.74
Total	516	$69,661	$529,050	0.76%

[1]Insurance companies excluded; 6 net loss companies included.

Table 13A: Contributions as a Percent of Worldwide Pretax Net Income, 1979 — Companies Grouped by Size of Worldwide Assets[1]

Company Size by Worldwide Assets	*Number of Companies*	*Worldwide Net Income before Taxes ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Worldwide Pretax Net Income*
Below $50 million	21	$ 592	$ 4,718	0.80%
$ 50 - 99,999	44	500	5,652	1.13
$100 - 199,999	63	1,033	9,336	0.90
$200 - 299,999	40	1,237	9,108	0.74
$300 - 499,999	57	2,829	16,700	0.59
$500 - 999,999	103	6,896	44,342	0.64
$1 billion - 1.999 billion	126	17,227	116,703	0.68
$2 billion - 4.999 billion	119	33,582	183,404	0.55
Over $5 billion	86	89,087	379,324	0.43
Total	659	$152,983	$769,287	0.50%

[1]Insurance companies excluded; 8 net loss companies included.

Table 14: Contributions as a Percent of Domestic Pretax Net Income, 1979 —
Companies Grouped by Number of Domestic Employees[1]

Company Size by Number of Domestic Employees	*Number of Companies*	*Domestic Net Income before Taxes ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Domestic Net Income*
Below 999	51	$ 420	$ 5,513	1.31%
1,000 - 2,499	104	2,628	17,199	0.65
2,500 - 4,999	110	4,373	29,767	0.68
5,000 - 9,999	78	5,305	37,551	0.71
10,000 - 24,999	102	13,161	111,680	0.85
25,000 - 49,999	59	17,372	162,288	0.93
50,000 and over	48	24,312	259,088	1.07
Total	552	$67,571	$623,086	0.92%

[1]Insurance companies excluded; 6 net loss companies included.

Table 14A: Contributions as a Percent of Worldwide Pretax Net Income, 1979 —
Companies Grouped by Number of Worldwide Employees[1]

Company Size by Number of Worldwide Employees	*Number of Companies*	*Worldwide Net Income before Taxes ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Worldwide Net Income*
Below 999	44	$ 370	$ 3,739	1.01%
1,000 - 2,499	119	3,583	19,382	0.54
2,500 - 4,999	113	4,966	28,281	0.57
5,000 - 9,999	87	6,802	35,692	0.52
10,000 - 14,999	66	9,989	49,089	0.49
15,000 - 24,999	62	12,259	59,078	0.48
25,000 - 49,999	92	34,002	171,506	0.50
50,000 and over	81	72,038	386,748	0.54
Total	664	$144,009	$753,515	0.52%

[1]Insurance companies excluded; 7 net loss companies included.

Table 14B: Contributions as a Percent of Domestic Net Gain from Operations after Dividends to Policyholders, before Taxes, 1979 (Insurance Companies Only) —
Grouped by Number of Domestic Employees

Company Size by Number of Domestic Employees	*Number of Companies*	*Domestic Net Gain from Operations ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Domestic Net Gain from Operations*
Below 500	19	$ 124	$ 979	0.79%
500 - 999	15	278	1,376	0.50
1,000 - 2,499	19	1,191	6,097	0.51
2,500 - 9,999	24	1,801	10,080	0.56
10,000 and over	9	2,774	16,552	0.60
Total	86	$6,168	$35,084	0.57%

Table 14C: Contributions as a Percent of Worldwide Net Gain from Operations after Dividends to Policyholders, before Taxes, 1979 (Insurance Companies Only) — Grouped by Number of Worldwide Employees

Company Size by Number of Worldwide Employees	*Number of Companies*	*Worldwide Net Gain from Operations ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Worldwide Net Gain from Operations*
Below 500	19	$ 124	$ 979	0.79%
500 - 999	14	271	1,297	0.48
1,000 - 2,499	18	810	3,343	0.41
2,500 - 9,999	23	1,690	9,600	0.57
10,000 and over	14	4,787	28,316	0.59
Total	88	$7,682	$43,535	0.57%

Table 15: Beneficiaries of Company Support—Companies Grouped by Industry Class

Industrial Classification	*Number of Companies*	*Total Giving ($ Thousands)*	*Health and Welfare*		*Education*	*Culture and Art*	*Civic Activities*	*Other Activities*
			Federated Campaigns	*Other*				
			Percentage Distribution					
Chemicals	47	$ 79,708	17.4%	12.5%	47.4%	8.3%	10.0%	4.4%
Electrical machinery	45	81,058	22.7	16.3	40.5	7.3	7.7	5.4
Fabricated metals	30	11,430	22.2	21.2	29.1	8.3	9.2	10.1
Food, beverage and tobacco	45	48,598	14.1	15.5	44.3	9.5	11.5	5.2
Machinery, nonelectrical	56	41,313	22.0	14.3	37.5	8.3	8.7	9.2
Mining	12	6,658	10.4	21.0	47.7	8.5	7.5	4.8
Paper	28	25,495	18.3	16.7	39.5	5.8	13.8	5.9
Petroleum and gas	30	118,711	9.5	9.3	47.2	13.7	13.2	7.2
Pharmaceuticals	17	34,475	9.8	17.6	38.1	3.6	16.2	14.7
Primary metals	21	27,237	24.0	19.9	37.5	6.5	5.9	6.3
Printing and publishing	17	15,323	16.2	9.4	43.4	15.3	11.0	4.8
Rubber	11	6,727	30.5	16.7	36.4	4.5	9.8	2.1
Stone, clay and glass	14	13,678	15.9	17.8	32.7	20.1	10.1	3.5
Textiles	23	11,346	12.4	29.8	42.9	4.1	6.7	4.1
Transportation equipment	24	64,813	23.9	11.9	43.5	8.4	8.5	3.7
Total: Manufacturing	420	586,570	17.2	14.2	42.7	9.2	10.5	6.3
Banking	97	54,508	28.2	14.6	25.4	12.9	12.7	6.1
Business services	17	8,237	11.5	20.0	39.0	11.4	12.5	5.4
Engineering and construction	13	5,066	14.9	36.5	30.8	4.8	6.0	7.1
Finance	10	4,973	22.6	13.4	25.3	4.6	28.2	6.0
Insurance	94	45,363	24.6	14.2	32.8	11.1	14.1	3.2
Merchandising	21	47,126	27.0	16.7	15.4	13.6	23.5	3.8
Telecommunications	25	44,653	31.9	17.5	27.7	8.6	8.3	6.0
Transportation	11	12,195	20.8	11.7	24.7	20.7	20.0	2.2
Utilities	78	26,907	34.2	17.9	26.6	7.5	10.4	3.4
Total: Nonmanufacturing	366	249,028	27.3	16.3	25.9	11.4	14.5	4.6
Total: All Companies	786	835,598	20.2	14.8	37.7	9.9	11.6	5.8

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